1998 MARLBORO MILES REDEMPTION PROGRAM

ITEM	BUDGET	TOTALS	RATIONALE
LABOR:			
Merchandisers	$6,720		6 events x 10 merchandisers x 14/hr x 8 hrs
Tax	$1,072		$6,720 x 15.95%
TOTAL LABOR:		**$7,792**	
OPERATING EXPENSES			
Band Appearance Fees	$300,000		$50,000 x 6 events
DJ Appearance Fees	$12,000		$2,000 x 6 events
Catering Fees	$129,000		$18/head x 1,200 attendees x 6 events
Catering Staff	$10,500		includes staff, tables, linens, paper plates
Venue Overhead Fees	$30,000		house expenses
TOTAL OPER. EXPENSES:		**$481,500**	
CORPORATE ADMINISTRATION			
Phone/Fax/Copies	$1,300		$217/event x 6
Shipping/Overnights	$500		$83/event x 6
Printing/Misc.	$500		$83/event x 6
TOTAL ADMINISTRATION:		**$2,300**	
EVENT EXECUTIVE TRAVEL			
Air Fare	$4,500		$500/flight x 3 x 3 events
Hotel	$2,000		$222/night x 3 x 3 events
Rental Cars/Ground Transportation	$600		$200 x 3 events
Per diem	$675		$75/day x 3 x 3 events
TOTAL EVENT TRAVEL:		**$7,775**	
TOTAL OPERATING BUDGET		**$499,367**	
AGENCY MANAGEMENT FEE		**$60,500**	
TOTAL MILES REDEMPTION BUDGET		**$559,867**	

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Source: https://www.industrydocuments.ucsf.edu/docs/mqhn0004

1998 MARLBORO MILES REDEMPTION PROGRAM

ITEM	BUDGET	TOTALS	RATIONALE
LABOR:			
Merchandisers	$6,720		6 events x 10 merchandisers x 14/hr x 8 hrs
Tax	$1,072		$6,720 x 15.95%
TOTAL LABOR:		**$7,792**	
OPERATING EXPENSES			
Band Appearance Fees	$300,000		$50,000 x 6 events
DJ Appearance Fees	$12,000		$2,000 x 6 events
Catering Fees	$129,000		$18/head x 1,200 attendees x 6 events
Catering Staff	$10,500		includes staff, tables, linens, paper plates
Venue Overhead Fees	$30,000		house expenses
TOTAL OPER. EXPENSES:		**$481,500**	
CORPORATE ADMINISTRATION			
Phone/Fax/Copies	$1,300		$217/event x 6
Shipping/Overnights	$500		$83/event x 6
Printing/Misc.	$500		$83/event x 6
TOTAL ADMINISTRATION:		**$2,300**	
EVENT EXECUTIVE TRAVEL			
Air Fare	$4,500		$500/flight x 3 x 3 events
Hotel	$2,000		$222/night x 3 x 3 events
Rental Cars/Ground Transportation	$600		$200 x 3 events
Per diem	$675		$75/day x 3 x 3 events
TOTAL EVENT TRAVEL:		**$7,775**	
TOTAL OPERATING BUDGET		**$499,367**	
AGENCY MANAGEMENT FEE		**$60,500**	
TOTAL MILES REDEMPTION BUDGET		**$559,867**	

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Source: https://www.industrydocuments.ucsf.edu/docs/mqhn0004

PROPOSED

1999 MARLBORO MILES REDEMPTION PROGRAM

12 markets/86 nights

ITEM	BUDGET	TOTALS	RATIONALE
LABOR:			
Merchandisers	$96,320		86 events x 10 merchandisers x 14/hr x 8 hrs
Tax	$15,363		15.95%
TOTAL LABOR:		**$111,683**	
OPERATING EXPENSES			
Band Appearance Fees	$4,300,000		$50,000 x 86 events
DJ Appearance Fees	$172,000		$2,000 x 86 events
Catering Fees	$774,000		$18/head x 500 attendees x 86 events
Catering Staff	$150,500		includes staff, tables, linens, paper plates
Venue Overhead Fees	$430,000		house expenses
TOTAL OPER. EXPENSES:		**$5,826,500**	
CORPORATE ADMINISTRATION			
Phone/Fax/Copies	$18,662		$217/event x 86
Shipping/Overnights	$7,138		$83/event x 86
Printing/Misc.	$7,138		$83/event x 86
TOTAL ADMINISTRATION:		**$32,938**	
EVENT EXECUTIVE TRAVEL			
Air Fare	$120,000		$500/flight x 3 x 80 events
Hotel	$53,280		$222/night x 3 x 80 events
Rental Cars/Ground Transportation	$16,000		$200 x 80 events
Per diem	$18,000		$75/day x 3 x 80 events
TOTAL EVENT TRAVEL:		**$207,280**	
TOTAL OPERATING BUDGET		**$6,178,401**	
AGENCY MANAGEMENT FEE		**$747,586**	12.1%
TOTAL MILES REDEMPTION BUDGET		**$6,925,987**	

Additional:
Promotional CD
Promotional Bar Signage Materials

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Source: https://www.industrydocuments.ucsf.edu/docs/mqhn0004

Stage Signage Materials

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Source: https://www.industrydocuments.ucsf.edu/docs/mqhn0004

PROPOSED
1999 MARLBORO MILES REDEMPTION PROGRAM

18 markets/126 nights

ITEM	BUDGET	TOTALS	RATIONALE
LABOR:			
Merchandisers	$141,120		126 events x 10 merchandisers x 14/hr x 8 hrs
Tax	$22,508		15.95%
TOTAL LABOR:		**$163,628**	
OPERATING EXPENSES			
Band Appearance Fees	$6,300,000		$50,000 x 126 events
DJ Appearance Fees	$252,000		$2,000 x 126 events
Catering Fees	$1,134,000		$18/head x 500 attendees x 126 events
Catering Staff	$220,500		includes staff, tables, linens, paper plates
Venue Overhead Fees	$630,000		house expenses
TOTAL OPER. EXPENSES:		**$8,536,500**	
CORPORATE ADMINISTRATION			
Phone/Fax/Copies	$27,342		$217/event x 126
Shipping/Overnights	$10,458		$83/event x 126
Printing/Misc.	$10,458		$83/event x 126
TOTAL ADMINISTRATION:		**$48,258**	
EVENT EXECUTIVE TRAVEL			
Air Fare	$180,000		$500/flight x 3 x 120 events
Hotel	$79,920		$222/night x 3 x 120 events
Rental Cars/Ground Transportation	$24,000		$200 x 120 events
Per diem	$27,000		$75/day x 3 x 120 events
TOTAL EVENT TRAVEL:		**$310,920**	
TOTAL OPERATING BUDGET		**$9,059,306**	
AGENCY MANAGEMENT FEE		**$1,096,176**	12.1%
TOTAL MILES REDEMPTION BUDGET		**$10,155,482**	

Additional:
Promotional CD
Promotional Bar Signage Materials

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Source: https://www.industrydocuments.ucsf.edu/docs/mqhn0004

Stage Signage Materials

2070946765

Source: https://www.industrydocuments.ucsf.edu/docs/mqhn0004

24 MARKETS
166 NIGHTS

1998 MARLBORO MILES REDEMPTION PROGRAM

ITEM	BUDGET	TOTALS	RATIONALE
LABOR:			
Merchandisers	$185,920		166 events x 10 merchandisers x 14/hr x 8 hrs
Tax	$29,654		$6,720 x 15.95%
TOTAL LABOR:		**$215,574**	
OPERATING EXPENSES			
Band Appearance Fees	$8,300,000		$50,000 x 166 events
DJ Appearance Fees	$332,000		$2,000 x 166 events
Catering Fees	$1,494,000		$18/head x 500 attendees x 166 events
Catering Staff	$290,500		includes staff, tables, linens, paper plates
Venue Overhead Fees	$830,000		house expenses
TOTAL OPER. EXPENSES:		**$11,246,500**	
CORPORATE ADMINISTRATION			
Phone/Fax/Copies	$36,022		$217/event x 166
Shipping/Overnights	$13,778		$83/event x 166
Printing/Misc.	$13,778		$83/event x 166
TOTAL ADMINISTRATION:		**$63,578**	
EVENT EXECUTIVE TRAVEL			
Air Fare	$240,000		$500/flight x 3 x 160 events
Hotel	$106,560		$222/night x 3 x 160 events
Rental Cars/Ground Transportation	$32,000		$200 x 160 events
Per diem	$36,000		$75/day x 3 x 160 events
TOTAL EVENT TRAVEL:		**$414,560**	
TOTAL OPERATING BUDGET		**$11,940,212**	
AGENCY MANAGEMENT FEE		**$1,444,765**	
TOTAL MILES REDEMPTION BUDGET		**$13,384,977**	

Additional:

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Source: https://www.industrydocuments.ucsf.edu/docs/mqhn0004

24 MARKETS
166 NIGHTS
Promotional CD
Promotional Bar Signage Materials
Stage Signage Materials

2070946767

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